

AGENDA  
ADVERTISING AND PROMOTION COMMISSION  
July 11, 2011                      2:00 p.m.                      Fayetteville Town Center

- I.      Call to Order – Maudie Schmitt
  
- II.     Reports
  - A. Approval of Minutes for June 13, 2011 regular monthly meeting
  - B. Financial Report
    - 1. HMR Revenues – Marilyn Heifner
    - 2. Financial Statements - Keith Glass
    - 3. Update from City Attorney re: delinquent tax collection efforts – Kit Williams
  - C. Clinton House Museum Report -
  - D. Visitor Bureau Report – Shelly Walters
  - E. Town Center Report – Sandra Bennett
  - F. Executive Director Report – Marilyn Heifner
  - G. Advertising Agency Report – Mike Sells
  
- III.    Old Business
  - A. Bonds for Walton Arts Center 600 seat theatre project
  
- IV.    New Business
  
- V.     Adjourn

ADVERTISING AND PROMOTION COMMISSION  
REGULAR MEETING  
June 13, 2011

Commissioners Present: Bill Lyle, Bob Davis, Lioneld Jordan, Brandon Karn, Hannah Mills, Maudie Schmitt and Justin Tennant.

Commissioners Absent: None

Staff Present: Marilyn Heifner, Sandra Bennett

FUNDING OF SPECIAL PROJECTS

The A & P Commission met as a committee of the whole to discuss funding of special projects for April 2011. Funds in the amount of \$61,778 were available for distribution (\$5,475.38 balance from Oct funding requests, \$10,000 reallocated from UA baseball regionals, \$46,302.62 difference in A & P income and expenses).

CALL TO ORDER

Maudie Schmitt called the regular monthly meeting of the Fayetteville Advertising and Promotion Commission to order on June 13, 2011, at the Fayetteville Town Center at 2:00 p.m.

FUNDING OF SPECIAL PROJECTS

Moved by Jordan, second by Davis to approve the funding of the following projects:

- Block St. Block Party – funding request withdrawn
- Bikes, Babes, and Bling - \$2,000
- All OUT June - \$2,000
- Run for Veterans - \$2,000
- Fayetteville Roots Festival - \$5,000
- Savor the Flavor – 0
- NWA Cheese Dip Festival - \$3,800
- Seedling Film Festival – Off Shoot Film Festival - \$3,000
- ArtBeats Festival/Harvest Food Festival - \$2,000
- National Veterans Creative Arts Festival – use of T. C. on a weeknight for their silent auction
- Lights of the Ozarks - \$30,000
- Fayetteville Half Marathon - \$12,000

Motion carried.

MINUTES

Minutes of the May 9 meeting should read that Mills was present (not Crawford) and page 3, paragraph 7 should read pursuing, not suing. Moved by Davis, second by Jordan to approve the minutes of the May 9, 2010 meeting as corrected. Motion carried.

## FINANCIAL REPORT

HMR Revenue – Collections for the month of May was \$188,149, a 1.65% increase. Year to date increase is 3.12%, with a total of \$882,801.

Financials – Keith Glass reviewed April financials. All expenses are in line with budgets.

Update from the City Attorney – Marilyn reviewed the HMR collections from the City Prosecutors Office of \$310.00 for the year. One case was closed leaving eleven pending cases. Nine of those businesses are closed.

## CLINTON HOUSE MUSEUM

Attendance at the Clinton House was one of the highest months since opening (302 guests). The Museum was host to comedian Ron White's family, a group tour from Oklahoma, a reception for Keep Arkansas Beautiful Commission, and a party hosted by the Wal-Mart International Communications Team.

New exhibits on residents of the house are completed.

## CONVENTION VISITORS BUREAU

We mailed out 1,742 visitors guides in response to inquiries for May. We are averaging 238 requests a month directly from the website. Our average year to date last year was 247.

The Visitors Center had \$7,246.46 in sales which is a 215% increase over the same month last year. We had 1402 visitors in the center for the month of May which is a 48% increase over last May.

Shelly and Julie delivered over 6,000 visitor guides to the university for student orientation and summer housing participants. Summer housing guides went to Wal-Mart Shareholders visitors that were in the residence halls along with other groups arriving this summer. We will be delivering 3000 more this week to replenish the supply.

Fayetteville hosted the Keep Arkansas Beautiful Commission monthly meeting. Julie had a garden tour of 37 people in May 17 and 43 in for a Backyard Billionaire tour on May 31. She also booked 7 motor coach tours for the remainder of the year and 2012 with Good to Go tours to for Broadway Series shows.

During the month of May, Marlo was busy with the housing bureau for the Hawg Showcase that was in town June 8-12. The tournament was played on fields throughout Northwest Arkansas. We will have a full recap of the room night production from that tournament next month. The University of Arkansas did submit a bid to host a regional for baseball but was not selected. This was due in a large part to the number of teams in the south as well as Texas that were hosting with higher rankings.

National Federation of the Blind – Arkansas Chapter and the Hispanic Caucus booked definite for this fall. The CVB has 14,720 Facebook fans and 780 followers on Twitter.

## TOWN CENTER

Town Center reached its goal for collections exceeding the goal of \$30,000 for the month. Average contract was up approximately \$300 per contract this month. New carpet and new chairs arrived. Lobby tiles have been replaced.

## EXECUTIVE DIRECTOR REPORT

Marilyn has been working with Griffon, the army publication that goes to all soldiers. Fayetteville will be featured in the July issue. All military read this publication, so we expect to get some soldiers here on leave after their overseas tour.

The roof at the CVB was replaced and insurance covered most of the replacement cost. It was damaged by the hail. Marilyn and the CVB will work with a Video promotions course for short YouTube videos to put on our website. We currently have 4 interns from the Advertising and P. R. curriculum.

Travel writer Suzanne Corbett's article on the Civil War in NWA will appear in Southern Traveler in September.

A Veteran's Day parade has been scheduled for Nov. 11 around the Fayetteville square. A car show will be held at the same time.

The Fayetteville Farmer's Market has been nominated for one of American's favorite Farmer's Markets. Voting will continue from June 1 until August 31.

## ADVERTISING AGENCY

Mike Sells reviewed Fayetteville HMR revenue compared to the state tourism tax. Fayetteville in the first quarter was up 4.8% while the state showed only a 1.3% increase. Facebook advertising is working for the Town Center, Sports/Running and Gardens.

Drew Finkbeiner announced that the XNA banner has been produced and will go up this week at the Airport. The parking website has been updated and QR codes will be placed on the meters for parking to lead participants to the website.

Casey Wormington presented web stats. The 14,000 visits represent a 49% increase. The Fayetteville Guide (formerly the Visitor's Guide) will go to the printer at the end of this week.

## OLD BUSINESS

**TOWN CENTER REMODELING PROJECT** – Marilyn reviewed the figures for the Town Center. Carpet will be installed in the offices next week. Lighting in the lobby is the final component for the project.

## NEW BUSINESS

### CAFETERIA PLAN RESOLUTION

Marilyn explained that new regulations required the Commission to adopt the resolution in the packet. The resolution will continue a supplemental insurance plan for employees with Colonial.

Currently 3 employees take advantage of the plan. Moved by Davis, second by Tennant to approve the resolution. Motion carried.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Marilyn Heifner  
Executive Director

Advertising and Promotion Commission  
For month of June 2011

Current Year HMR Collected (2120.0912.4101.00)	\$	205,675.72
Prior Year Collected (2120.0912.4101.01)	\$	24.00
First Security Investment Interest Revenue (2120.0912.4708.00)	\$	1,220.26
 Total Revenues	 \$	 206,919.98
 Annual Bond Audit Expense (2120.9120.7602.60)	 \$	 -
Collection Expense (2120.9120.5333.00)	\$	(4,113.99)
Bank of OK Quarterly Fee (2120.9120.5712.00)		
Town Center Bond Payment (2120.9120.5712.00)	\$	(56,304.00)
2008 Property Taxes on Town Center (2120.9120.7602.60)		
 Total Expenses	 \$	 (60,417.99)
 <b>Total Check to A&amp;P</b>	 <b>\$</b>	 <b>146,501.99</b>



## Keith M. Glass, CPA

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### Accountant's Compilation Report

To Commission Members,

I have compiled the accompanying statements of assets, liabilities, and capital arising from transactions of Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum as of May 31, 2011 and the related statements of revenue and expenses for the period then ended, and five months then ended and the period then ended last year, and four months then ended last year, and the related Statement of budget, revenue and expenses for the month then ended. I have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or provide assurance about whether the financial statements are in accordance with the modified accrual basis of accounting. The financial statements have been prepared on the modified cash basis, which is a comprehensive basis of accounting other than generally accepted accounting principles.

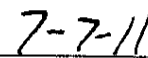
Management (Owners) is(are) responsible for the presentation and fair presentation of the financial statements in accordance with the modified cash basis of accounting and for designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

Management has elected to omit substantially all of the disclosures ordinarily included in financial statements arising from modified cash basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Company's asset, liabilities, equity, revenue, and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

I am not independent with respect to Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum.

  
Keith M. Glass, CPA

  
Date

Fayetteville A&P Commission  
Statement of Assets, Liabilities & Equity - Modified Cash Basis  
May 31, 2011

ASSETS

Current Assets

CVB Cash in Register	\$ 100.00
CHM Cash in Register	100.00
Arvest A&P General #4856	(49,178.20)
1st Security A&P General #8714	734,989.84
1st Sec Fay Town Ctr #8722	110,899.94
1st Sec. Clinton House #8749	42,559.54
1st Sec. Conv Visitor #8730	103,557.95
Arvest Payroll Account #4636	27,035.20
Accounts Receivable	18.48
Due From Other Funds	49.08
Investments	1,794,978.95
Investment Adj to Market	10,057.07

Total Current Assets	2,775,167.85
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Property and Equipment

Furniture and Fixtures	41,952.36
Equipment	179,689.91
Leasehold Improvements	45,775.99
CVB Building	930,569.02
CVB Land	198,621.00
Building Additions	318,677.24
Accum. Depreciation	(339,396.50)

Total Property and Equipment	1,375,889.02
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Other Assets

Total Other Assets	0.00
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Total Assets	\$ 4,151,056.87
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LIABILITIES AND CAPITAL

Current Liabilities

Accrued Expenses	\$ (12,811.19)
Aflac	188.46
Colonial Life & Acc Ins Payabl	91.56
Federal Payroll Taxes Payable	9,761.58
FUTA Tax Payable	732.93
State Payroll Taxes Payable	752.16
SUTA Payable	744.40
Due to Other Funds	3,762.99
Due to Town Center	4,142.40

Total Current Liabilities	7,365.29
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Long-Term Liabilities

Total Long-Term Liabilities	0.00
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Total Liabilities	7,365.29
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Fayetteville A&P Commission  
Statement of Assets, Liabilities & Equity - Modified Cash Basis  
May 31, 2011

Capital		
Beginning Balance Equity	3,879,562.33	
Unrestricted Fund Balance	281,937.74	
Restricted Fund-540 Film Grant	221.53	
Retained Earnings	225.00	
Net Income	<u>(18,255.02)</u>	
Total Capital		<u>4,143,691.58</u>
Total Liabilities & Capital	\$	<u>4,151,056.87</u>

See Accountants' Compilation Report

Fayetteville A&P Commission  
Statements of Revenue & Expenses - Modified Cash Basis  
For the Month and Five Months Ending May 31, 2011

	Current Month		Year to Date	
Revenues				
HMR Tax Revenue	\$ 187,969.41	49.30	\$ 870,401.52	70.15
Prior Year HMR Tax Revenue	180.00	0.05	12,399.33	1.00
Rental Income	36,570.04	9.59	165,486.48	13.34
Other Income	2,100.00	0.55	6,130.00	0.49
Parking Revenue	425.00	0.11	2,456.00	0.20
Parking Lease	2,322.23	0.61	5,542.35	0.45
Gift Shop Sales	448.35	0.12	1,746.94	0.14
Visitor Store	8,308.97	2.18	17,732.17	1.43
Partnership Income	1,600.00	0.42	4,400.00	0.35
Admission Revenue	802.00	0.21	2,396.54	0.19
Special Projects	3,895.00	1.02	6,955.00	0.56
Interest Income Investments	1,220.26	0.32	6,102.18	0.49
Interest Income Checking	488.78	0.13	2,292.32	0.18
Visitor Guide Ad Income	7,500.00	1.97	9,075.00	0.73
Hospitality Summit	0.00	0.00	180.00	0.01
Fee Refunds	(2,525.00)	(0.66)	(2,525.00)	(0.20)
Transfer In	130,000.00	34.09	130,000.00	10.48
Total Revenues	381,305.04	100.00	1,240,770.83	100.00
Cost of Sales				
Clinton House Gift Shop	0.00	0.00	1,605.98	0.13
Total Cost of Sales	0.00	0.00	1,605.98	0.13
Gross Profit	381,305.04	100.00	1,239,164.85	99.87
Expenses				
Signage- Tourism	1,724.40	0.45	3,547.79	0.29
Credit Card Discounts	681.22	0.18	2,295.31	0.18
Bank Charges	15.93	0.00	358.08	0.03
Parking Expense	165.00	0.04	565.00	0.05
Advertising & Marketing	99,223.65	26.02	154,616.73	12.46
Brochures	15,362.53	4.03	61,208.13	4.93
Accounting & Legal Fees	650.00	0.17	3,330.00	0.27
Office Expense	256.30	0.07	6,395.91	0.52
Visitor Store Exp	2,958.76	0.78	14,801.55	1.19
Insurance & Health Benefits	4,012.99	1.05	21,681.01	1.75
408 (P) Company Match	906.78	0.24	3,946.86	0.32
Car Allowance	300.00	0.08	1,350.00	0.11
Telephone Expense	827.49	0.22	3,839.80	0.31
Postage and Shipping Expense	747.95	0.20	4,227.07	0.34
Tracking Software	0.00	0.00	1,695.00	0.14
Material & Supplies	83.76	0.02	563.76	0.05
Rent	0.00	0.00	12,000.00	0.97
Maintenance/Lawn	50.00	0.01	50.00	0.00
Repairs & Maintenance Expense	(1,729.68)	(0.45)	61,565.99	4.96
Kamensky Fountain Maintenance	0.00	0.00	1,205.64	0.10
Linens	2,190.08	0.57	8,290.23	0.67
Publications & Dues	0.00	0.00	3,055.00	0.25
Travel/Training Expense	15.00	0.00	14,246.72	1.15
Taxes & Licenses	2,500.00	0.66	3,467.23	0.28
Collections Expense	3,762.99	0.99	17,656.02	1.42
Payroll Tax Expense	6,168.39	1.62	17,184.67	1.38

See Accountants' Compilation Report

Fayetteville A&P Commission  
Statements of Revenue & Expenses - Modified Cash Basis  
For the Month and Five Months Ending May 31, 2011

	Current Month		Year to Date	
Convention Development	5,000.00	1.31	17,644.19	1.42
Research Expense	0.00	0.00	475.00	0.04
Contract Labor	5,350.00	1.40	21,306.00	1.72
Wages Expense	35,283.13	9.25	157,393.18	12.69
Electricity Utility	450.77	0.12	17,949.61	1.45
Gas Utility	602.31	0.16	8,250.18	0.66
Water Utility	61.68	0.02	3,285.66	0.26
Cable	535.27	0.14	2,515.57	0.20
Recycling	171.89	0.05	929.10	0.07
Security	21.85	0.01	1,545.47	0.12
Airport Advertising	0.00	0.00	1,485.00	0.12
Minor Equipment	0.00	0.00	13,716.80	1.11
Airport Info Booth	0.00	0.00	1,200.00	0.10
Coaches Clinic	47,250.00	12.39	47,250.00	3.81
DECA	0.00	0.00	1,827.75	0.15
Square Gardens	281.65	0.07	281.65	0.02
Dickson St Special Project	900.00	0.24	900.00	0.07
Joe Martin	0.00	0.00	2,500.00	0.20
LOTO Special Project	8,508.90	2.23	8,508.90	0.69
Arts Live Theatre	0.00	0.00	1,000.00	0.08
Misc Special Project	45,950.49	12.05	110,542.31	8.91
Bond Payments-Town Center	56,304.00	14.77	281,520.00	22.69
Trustee Expense	0.00	0.00	2,250.00	0.18
Transfer OUT	130,000.00	34.09	130,000.00	10.48
Total Expenses	477,545.48	125.24	1,257,419.87	101.34
Net Income	\$ (96,240.44)	(25.24)	\$ (18,255.02)	(1.47)

Convention Visitors Bureau  
 Stmt of Budget, Revenue and Expenses - Modified Cash Basis  
 Month Ending May 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	May Monthly Budget	May Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
Transfer from A&P	313,431.24	125,000.00	100,000.00	213,431.24		100,000.00	125,000.00
Interest	600.00	250.00	90.94	509.06	50.00	25.62	256.45
Partnership Dues	6,000.00	2,800.00	4,400.00	1,600.00		1,600.00	3,800.00
Travel Hero	3,000.00	1,000.00	-	3,000.00			
Vist. Ctr. Store	30,000.00	9,000.00	17,732.17	12,267.83	2,000.00	8,308.97	6,108.43
Special Projects		-	5,675.00	(5,675.00)		3,000.00	
First Thursday	5,000.00	2,600.00	385.00	4,615.00	400.00		300.00
Dickson St	1,500.00	1,000.00	-	1,500.00	500.00		
Film Festival		-	-	-			
Premier Baseball		-	-	-			
Other Income		-	3,350.00	(3,350.00)		2,100.00	3,340.00
<b>Total</b>	<b>359,531.24</b>	<b>141,650.00</b>	<b>131,633.11</b>		<b>2,950.00</b>	<b>115,034.59</b>	<b>138,804.88</b>
<b>Expenses</b>							
Salary+Benefits	183,608.00	72,500.00	64,952.46	118,655.54	14,500.00	14,416.05	74,133.05
Payroll Tax Exp	14,688.00	6,120.00	5,819.68	8,868.32	1,224.00	1,243.73	6,596.38
Insurance-Health	25,362.00	9,300.00	9,048.48	16,313.52	2,250.00	1,614.80	7,399.60
401K Match	5,508.24	2,295.00	1,746.11	3,762.13	459.00	340.28	1,504.24
Telephone	5,000.00	2,080.00	1,799.54	3,200.46	416.00	66.35	1,404.07
Electricity	4,620.00	1,795.00	1,405.82	3,214.18	630.00		1,793.06
Water	650.00	275.00	206.20	443.80	55.00		185.71
Conv & Tourism Develop	40,000.00	21,250.00	12,160.99	27,839.01	4,600.00		5,896.63
Travel & Training	32,385.00	17,220.00	13,584.42	18,800.58	100.00	15.00	16,873.39
Publications/Dues	3,810.00	2,660.00	2,205.00	1,605.00			2,802.00
Repair/Maintenance	2,000.00	800.00	(12,392.13)	14,392.13		(13,552.21)	296.01
Office Supp/Printing	12,000.00	5,500.00	2,076.60	9,923.40	1,500.00	256.30	4,184.90
Tracking Software/Maint	2,000.00	2,000.00	1,695.00	305.00			1,695.00
Credit Card Discounts	1,000.00	400.00	649.10	350.90	100.00	158.41	247.55
Taxes & Licenses(ASCAF	300.00	300.00	405.34	(105.34)			493.68
Visitor Ctr Store Itms	20,000.00	10,500.00	14,801.55	5,198.45	1,500.00	2,958.76	2,314.93
Education Reimbursement		-	-	-			
Bank Charges		-	182.85	(182.85)			
Parking Expense	1,200.00	500.00	500.00	700.00	100.00	100.00	500.00
Advertising & Marketing		-	-	-			1,150.00
Special Project		-	10,322.81	(10,322.81)		8,508.90	1,390.63
First Thursday	3,900.00	1,300.00	-	3,900.00	500.00		
Dickson St	1,500.00	1,000.00	-	1,500.00	500.00		
Minor Equipment		-	6,994.61	(6,994.61)			
Premier Baseball		-	-	-			2,835.00
Sales Tax		-	-	-			
Depreciation Expense		-	-	-			
Research Exp		-	475.00				
<b>Total</b>	<b>359,531.24</b>	<b>157,795.00</b>	<b>138,639.43</b>		<b>28,434.00</b>	<b>16,126.37</b>	<b>133,695.83</b>

See Accountants' Compilation Letter

Clinton House Museum  
 Stmt of Budget, Revenue and Expenses - Modified Cash Basis  
 Month Ending May 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	May Monthly Budget	May Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
Transfer from A&P	72,071.00	30,000.00	30,235.00	41,836.00		30,000.00	30,000.00
Admission	6,000.00	2,500.00	2,504.86	3,495.14	500.00	802.00	2,176.93
Special Events		-	-	-			
Gift Shop Sales	5,000.00	2,080.00	1,924.25	3,075.75	416.00	448.35	1,823.49
Interest	144.00	60.00	49.27	94.73	12.00	12.61	38.79
Other Income		-	360.00	(360.00)			20.07
<b>Total</b>	<b>83,215.00</b>	<b>34,640.00</b>	<b>35,073.38</b>		<b>928.00</b>	<b>31,262.96</b>	<b>34,059.28</b>
<b>Expenses</b>							
Salary+Benefits	35,865.00	14,125.00	12,572.48	23,292.52	2,825.00	2,875.00	12,156.52
Payroll Tax Exp	2,870.00	1,130.00	1,142.35	1,727.65	226.00	260.19	1,113.44
Insurance-Health	4,025.00	1,675.00	2,103.78	1,921.22	335.00	403.70	1,358.84
401K Match	975.00	390.00	346.54	628.46	78.00	77.26	262.50
Rent	24,000.00	12,000.00	12,000.00	12,000.00			12,000.00
Utilities-\$3690		-	-	-			
Water	1,000.00	210.00	268.50	731.50	50.00	61.68	204.55
Gas	1,345.00	761.00	870.77	474.23	64.00	61.35	773.09
Electricity	1,060.00	266.00	278.07	781.93	50.00	39.66	299.37
Telephone Actual	1,250.00	525.00	522.58	727.42	105.00	104.29	417.25
Materials & Supplies	1,100.00	400.00	1,095.04	4.96	50.00	83.76	384.96
Credit Card Discounts	750.00	305.00	300.37	449.63	60.00	54.96	188.35
Bank Charges		-	-	-			
Security	275.00	110.00	87.40	187.60	22.00	21.85	109.25
Maintenance/Lawn	500.00	250.00	50.00	450.00	50.00	50.00	120.00
Repair/Maintenance	1,000.00	400.00	4,543.88	(3,543.88)	200.00	120.00	
Sales Tax	500.00	180.00	795.39	(295.39)	45.00		172.00
Special Projects	1,000.00	500.00	-	1,000.00	100.00		
Publications/Dues	200.00	-	100.00	100.00			104.27
Travel/Training	500.00	500.00	562.30	(62.30)	500.00		94.99
Gift Shop Items	5,000.00	2,500.00	1,605.98	3,394.02			595.43
<b>Total</b>	<b>83,215.00</b>	<b>36,227.00</b>	<b>39,245.43</b>		<b>4,760.00</b>	<b>4,213.70</b>	<b>30,354.81</b>

See Accountants' Compilation Letter

Fayetteville Town Cente  
Strmnt of Budget, Revenue and Expenses - Modified Cash Basis  
Month Ending May 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	May Monthly Budget	May Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
Rental Incl Service			-	-			
Actual 11	394,880.00	165,934.00	149,353.98	245,526.02	28,258.00	31,295.04	167,370.08
Interest - Checking	480.00	200.00	243.47	236.53	40.00	55.14	178.70
Parking Revenue		-	3,519.23	(3,519.23)		2,722.23	
Daily	7,000.00	3,609.00	1,234.00	5,766.00	759.00		3,211.00
Leases	10,000.00	7,224.00	3,220.12	6,779.88	3,870.00		5,903.28
Sales Tax Exp	(3,500.00)	(969.00)	(377.50)	(3,122.50)	(333.00)		(1,621.54)
Special Projects	10,000.00	-	-	10,000.00			
Misc Revenue		-	-	-			12,461.25
Transfer		-	-	-			
<b>Total</b>	<b>418,860.00</b>	<b>175,998.00</b>	<b>157,193.30</b>		<b>32,594.00</b>	<b>34,072.41</b>	<b>187,502.77</b>
<b>Expenses</b>							
Salary+Benefits	156,379.00	62,330.00	49,868.26	106,510.74	12,466.00	11,325.42	46,638.20
Commissions		-	-	-			9,610.90
Contract Labor	1,500.00	625.00	7,436.00	(5,936.00)	125.00	2,480.00	4,555.80
Payroll Taxes	12,510.00	5,125.00	4,481.83	8,028.17	1,025.00	936.57	4,920.78
Credit Card Discounts	3,000.00	1,250.00	1,345.84	1,654.16	250.00	467.85	1,226.06
Insurance	19,827.60	7,766.00	8,231.76	11,595.84	1,722.00	1,614.80	6,727.62
401K Match	4,691.37	1,841.00	959.84	3,731.53	407.00	289.24	1,068.11
Utilities		-	-	-			
Water	6,225.00	2,350.00	2,810.96	3,414.04	475.00		2,181.89
Phone	720.00	300.00	1,517.68	(797.68)	60.00	656.85	3,773.91
Electricity	64,741.00	25,344.00	16,207.98	48,533.02	5,525.00	353.37	19,718.57
Gas	11,969.00	8,643.00	7,401.26	4,567.74	800.00	540.96	7,531.29
Cable	5,400.00	2,250.00	2,515.57	2,884.43	450.00	535.27	446.95
Recycle Dumpster	1,980.00	825.00	929.40	1,050.60	165.00	171.89	165.28
Postage	500.00	300.00	109.99	390.01	150.00		344.30
Minor Equipment		-	3,159.24	(3,159.24)			
Office Expense	6,000.00	2,560.00	3,315.42	2,684.58	490.00		1,690.95
Linens	25,000.00	10,415.00	8,290.23	16,709.77	2,083.00	2,190.08	9,191.79
Outside Laundry							
Repairs & Maintenance	60,750.00	20,000.00	35,112.41	25,637.59	1,000.00	7,702.36	32,541.89
Advertising & Promo	3,000.00	1,750.00	860.29	2,139.71			1,131.14
Travel/Training	3,000.00	1,000.00	-	3,000.00			2,500.00
Building Insurance	9,000.00	-	-	9,000.00			
Taxes & Licenses	4,000.00	2,000.00	2,500.00	1,500.00	2,000.00	2,500.00	
Special Projects	10,000.00	5,000.00	7,666.01	2,333.99		541.87	8,570.20
Misc	3,667.03	2,667.03	65.00	3,602.03	1,667.03	65.00	451.99
Bank Charges		-	-	-			
Security	5,000.00	1,700.00	1,436.22	3,563.78	500.00		1,867.41
Depreciation Eps		-	-	-			
<b>Total</b>	<b>418,860.00</b>	<b>166,041.03</b>	<b>166,221.19</b>		<b>31,360.03</b>	<b>32,371.53</b>	<b>166,855.03</b>

See Accountants' Compilation Letter

Fayetteville A P  
Stmnt of Budget, Revenue and Expenses- Modified Cash Basis  
Month Ending May 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	May Monthly Budget	May Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
HMR Tax Revenue	2,171,850.00	897,644.00	870,401.52	1,301,448.48	190,800.00	187,969.41	838,083.65
Prior Year HMR Tax Rev		-	12,399.33	(12,399.33)		180.00	17,369.75
Interest	35,000.00	14,588.00	6,102.18	28,897.82	2,916.00	1,220.26	12,392.29
Visitor Guide ads	15,000.00	7,500.00	9,075.00	5,925.00	7,500.00	7,500.00	7,750.00
Misc Income	17,000.00	17,000.00	3,495.00	13,505.00		895.00	4,812.46
Health Reimbursemen	4,893.41	2,034.59	-	4,893.41	407.00		
Rental Income		-	13,775.00	(13,775.00)		2,775.00	13,423.00
Interest Inc Checking	1,500.00	625.00	1,908.64	(408.64)	125.00	395.41	499.24
<b>Total</b>	<b>2,245,243.41</b>	<b>939,391.59</b>	<b>917,156.67</b>		<b>201,748.00</b>	<b>200,935.08</b>	<b>894,330.39</b>
<b>Expenses</b>							
Unrealized Gain/Loss							
Town Center Fund	675,548.64	280,810.00	281,520.00	394,028.64	56,162.00	56,304.00	279,747.05
Bond Audit Exp	2,000.00	-	-	2,000.00			
Bond Paying Agent Fe	6,000.00	3,000.00	2,250.00	3,750.00			2,250.00
Workman's Comp Ins	2,600.00	-	-	2,600.00			
Collection Exp	43,437.00	17,951.00	17,656.02	25,780.98	3,816.00	3,762.99	17,109.07
Transfer to CVB	313,431.24	200,000.00	100,000.00	213,431.24		100,000.00	125,000.00
Transfer to Clinton Hoi	72,071.00	30,000.00	30,000.00	42,071.00		30,000.00	30,000.00
Peace Fountain Maint	10,000.00	4,165.00	1,205.64	8,794.36	833.00		2,923.02
Contract Labor		-	13,750.00	(13,750.00)		2,750.00	13,750.00
Salaries	81,653.00	34,020.00	29,999.98	51,653.02	6,804.00	6,666.66	28,085.36
Payroll Tax Exp	7,348.77	3,060.00	5,740.81	1,607.96	612.00	3,727.90	2,564.88
Insurance-Health	10,953.51	4,400.00	2,297.49	8,656.02	880.00	379.69	(77.25)
401K Match	2,449.59	1,000.00	894.37	1,555.22	200.00	200.00	774.96
Car Allowance	3,600.00	1,500.00	1,350.00	2,250.00	300.00	300.00	1,350.00
Advertising & Marketin	400,000.00	140,000.00	153,756.44	246,243.56	25,000.00	99,223.65	123,413.90
Airport Info Booth	5,200.00	2,400.00	1,200.00	4,000.00			2,400.00
Airport Advertising	6,000.00	1,500.00	1,485.00	4,515.00			2,970.00
Brochures	150,000.00	34,000.00	61,208.13	88,791.87	7,000.00	15,362.53	85,444.42
Website Update	5,000.00	-	-	5,000.00			
Signage- Tourism	10,000.00	5,700.00	3,335.26	6,664.74	2,000.00	1,724.40	5,214.66
Publication & Dues	2,045.00	1,025.00	750.00	1,295.00			1,279.95
Travel/Training	5,000.00	3,000.00	100.00	4,900.00	600.00		2,002.82
Recycling		-	-	-			661.12
Office Sup & Printing	1,000.00	500.00	472.61	527.39	100.00		981.01
Postage	20,000.00	8,500.00	4,117.08	15,882.92	2,500.00	747.95	7,907.67
Professional Services	7,500.00	3,125.00	3,330.00	4,170.00	625.00	650.00	3,115.00
Straegic Planning		-	385.35	(385.35)			
Audit Expense	2,000.00	-	-	2,000.00			
Town Center Garden A	10,000.00	-	-	10,000.00			2,868.96
Square Gardens		-	-	-			
Special Projects	239,176.00	239,176.00	154,540.14	84,635.86		46,308.62	10,180.91
Air Museum		-	-	-			5,300.00
AR H.S. Coaches Clinic		-	-	-			17,250.00
Arts Live		-	-	-			
Bikes, Babes, & Bling		-	-	-			10,248.86
Bikes, Blues, & Hot Rods		-	-	-			8,489.17
Committee for Mardi Gras		-	-	-			1,404.03
DECA Marketing Fash. Show		-	-	-			1,350.00
H.S. Allstar Games		-	-	-		47,250.00	30,000.00
NWA Coaches Clinic		-	-	-			
Saturday of Champions		-	-	-			
State Soccer Finals		-	-	-			
7A State Track Meet		-	-	-			1,500.00
Baseball & Softball Weekend		-	-	-			
Dickson St Music		-	-	-			2,288.00
Duathlon		-	-	-			
4 State Volleyball Classic		-	-	-			
Iron Pig Festival		-	-	-			
Joe Martin Stage Race		-	-	-			
Natl School Boards		-	-	-			2,257.26
Ozark Valley Triathlon		-	-	-			

Fayetteville A P  
 Stmt of Budget, Revenue and Expenses- Modified Cash Basis  
 Month Ending May 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	May Monthly Budget	May Monthly Actual	2010 Year To Date Actual
Fayetteville Night Jam		-		-			
Ozark Military Museum		-		-			
Solar Splash		-		-			
TheatreSquared		-		-			
Tri Sports Kid's & Family Triathlon		-		-			16,676.62
NCAA Baseball Regional		-		-			10,000.00
NCAA Track Indoor		-		-			10,500.00
SEC Tennis Tournament		-		-			
SEC Men's & Women's Indoor		-		-			
SEC Softball Championships		-		-			
Walton Arts Center		-		-			2,000.00
Misc Expense		-	57.74	(57.74)		57.74	(9,020.06)
Repair & Maintenance	75,000.00	22,000.00	34,703.48	40,296.52	4,000.00	4,401.82	5,798.11
Minor Equip	50,000.00	31,250.00	3,781.45	46,218.55	6,250.00		30,048.14
Depreciation Exp	20,000.00	8,325.00	-	20,000.00	1,665.00		
Bank Charges		-	175.23	(175.23)		15.93	18.94
Taxes & Licenses		-	-	-			
Convention Development		-	5,097.85			5,000.00	
Unallocated Revenue	6,229.66	6,229.66	-	6,229.66			
<b>Total</b>	<b>2,245,243.41</b>	<b>1,086,636.66</b>	<b>915,160.07</b>		<b>119,347.00</b>	<b>424,833.88</b>	<b>898,026.58</b>





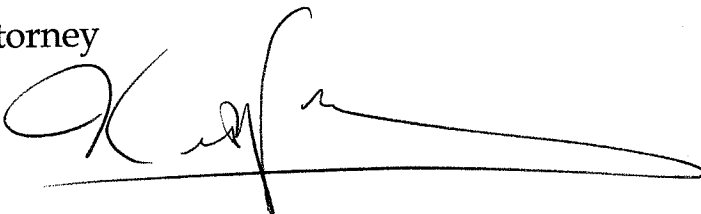
**Kit Williams**  
*City Attorney*

**Jason B. Kelley**  
*Assistant City Attorney*

**TO: Mayor Jordan**  
**A & P Commissioners**

**CC: Don Marr, Chief of Staff**  
**Casey Jones, Prosecuting Attorney**

**FROM: Kit Williams, City Attorney**



**DATE: July 8, 2011**

**RE: Overdue HMR collection efforts**

The Fayetteville City Prosecutor's Office collected **\$7,725.13** in overdue Hotel, Motel, and Restaurant taxes in June to bring the half year total collection to **\$20,042.30**. Seven of the twenty reported prosecution cases for June were either closed or the delinquent balance had been reduced to zero.

More important than the actual collection amount is the fact that after a decade of sustained efforts by the City Prosecutor's Office and the Accounting Department, the number of restaurants failing to remit to the City the HMR taxes the restaurants have collected from their customers has been reduced. Faster collection efforts by our Accounting Department and the City Prosecutor, especially for repeat offenders, have also helped to reduce the numbers of restaurants failing to timely pay their HMR taxes and the total amount such restaurants owe before being brought into Court.

The prosecution of those few restaurant owners who fail to pay has helped maintain a level playing field for the vast majority of our restaurants who consistently pay their HMR taxes fully and on time.

**CLINTON K. JONES**  
CITY PROSECUTOR  
**BRIAN THOMAS**  
DEPUTY CITY PROSECUTOR



**MANDY FINKLEA**  
OFFICE ADMINISTRATOR  
E-mail: hotcheck@ci.fayetteville.ar.us  
PHONE: (479) 575-8377  
(479) 575-8378  
Hot Checks: (479) 575-8254  
FAX #: (479) 575-8373

**OFFICE OF CITY PROSECUTOR**

**MEMO**

**TO:** K. Williams  
Fayetteville City Attorney

**FROM:** Casey Jones  
Fayetteville City Prosecutor

**DATE:** July 5, 2011

**RE:** Status of Active HMR cases

A handwritten signature in black ink, appearing to be "CJ" or similar, written over the "FROM:" line.

\* When a Criminal Summons is issued for a violation and the Defendant subsequently pays the delinquent balance the Criminal Summons remains active and is then routinely dismissed by the Judge at arraignment if the Defendant is still current and not in violation.

1.	Acambaro Four Business Closed	Jesus Socarro	Delinquent Balance: \$1,468.04 Active Criminal Summons
2.	Antoinette's Special Cakes	Antoinette R. Harris Jami A. Harris	Paid: \$24.26 Delinquent Balance: -0- Case Closed
3.	Boars Nest BBQ	William D. Houston III Don W. Ray William M. Ray	Arraignment: 7/25/11 Arraignment: 7/25/11 Arraignment: 7/25/11 Paid: \$1,391.61 Delinquent Balance: -0-
4.	Brenda's Drive-In	Collin L. Wilkins	Delinquent Balance: -0- Active Criminal Summons
5.	Butcher Block Business Closed	Gary W. Bell	Delinquent Balance: \$1,871.28 Active Contempt of Court
6.	Dominoes Pizza Business Closed	Lloyd W. Hardison	Delinquent Balance: \$4,590.66 Trial Date: 7/20/11
7.	Elenitas	Elaine M. Reyes	Delinquent Balance: -0- Trial Date: 7/20/11
8.	Habibi	Michael S. Gumm	Active Criminal Summons Delinquent Balance: No Forms

9	Hog Brats	Alexander S. Dickey	Paid: \$60.26 Delinquent Balance: -0- Case Closed
10.	Hogwild Pizzeria Business Closed	David S. Mackey	Delinquent Balance: \$1,330.00 Letter
11.	Mama Deans	Meneria D. Morrison Terry L. Morrison	Trial Date: 7/20/11 Trial Date: 7/20/11 Delinquent Balance: No Forms
12.	Northern Exposure	Kevin M. Laughlin	Paid: \$2,981.76 Delinquent Balance: No Forms
13.	Seafood Market Bar/Grill Business Closed	Craig E. Dowd	Paid: -0- Delinquent Balance: \$4,642.60
14.	Shanghai Chinese and China Garden Businesses Closed	Hsiao L. J. Shen	Paid: -0- Delinquent Balance: \$3,090.00
15.	Shelton Tucker Craft American Legion Post #27	Don A. Foster Rodney L. York	Arraignment: 7/25/11 Active Criminal Summons Delinquent Balance: No Forms
16.	Soul Restaurant & Lounge Business Closed	Casey E. Dighero	Paid: -0- Delinquent Balance: \$1,043.64
17.	Tiamo Italian Restaurant Business Closed	Saad E. Elsayy Shawn R. Wilkins	Paid: \$100.00 Delinquent Balance: \$390.00
18.	Tim's Pizza - North	Michael A. Stephens	Paid: \$2,119.40 Delinquent Balance: -0- Case Closed
19.	Willy D's	William D. Houston III Don W. Ray William M. Ray	Arraignment: 7/25/11 Arraignment: 7/25/11 Arraignment: 7/25/11 Paid: \$1,047.84 Delinquent Balance: -0-
20.	WOW Japanese Bistro Business Closed	Chong N. Kim	Delinquent Balance: \$2,042.00 Set for Trial: 7/13/11 Active Criminal Summons

**TOTAL: \$7,725.13**

# CLINTON HOUSE MUSEUM

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## MONTHLY REPORT

**JUNE 2011**

The Clinton House Museum had a total of 243 visitors in June. Early in the month, the Wal-Mart Shareholders meeting brought in visitors from all over the globe. The Museum also welcomed the America In Bloom Judges for their Annual Breakfast and several group tours. The variety of visitors to the House from all parts of the globe continue to speak of both the National and International significance of the Former President and Secretary of State's influence and popularity throughout the world.

## MUSEUM ACTIVITIES AND EVENTS:

June 1<sup>st</sup> – 3<sup>rd</sup> Wal-Mart Shareholders Meeting – the meeting venue of Bud Walton Arena and associated housing at University of Arkansas dorms, made the Clinton House both readily accessible and a popular venue for Wal-Mart Associates attending the annual Shareholders Meeting

June 15<sup>th</sup> – Arkansas' 175 Anniversary of Statehood – the museum offered free admission and challenged guests to learn the term “*Septuagintaquinquecentennial*”

June 17<sup>th</sup> – Annual America In Bloom Judges Breakfast

June 30<sup>th</sup> – Group Tour, Central's Center for Children – we welcomed a large group of elementary school-aged children for a Scavenger Hunt that helped them learn more about the close ties between the Clintons and Arkansas. (approx 35 students)

## UPCOMING EVENTS:

June 17<sup>th</sup> – Baby Shower for Dolly Hayde

June 18<sup>th</sup> – Washington Country Historical Society Monthly Meeting

## IN THE WORKS:

Press Release on First Ladies Garden and Completion of Walking Tour and Brochure

Open House on August 19<sup>th</sup> in honor of Bill's 64<sup>th</sup> birthday 5pm – 7pm. We will be offering Free Admission all day , Birthday cake will be served in addition to Bills Favorite Snacks - Moon Pies, Peanuts, and RC Cola. Music will be provided by the Saxophone Quartet of the Arkansas Winds.

# *Inquiries Tabulated by Source/Mode*

**From: 6/1/2011 To: 6/30/2011**

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*NOTE: This report shows only active modes and sources, and can only display the first nine active modes defined in your system.*

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Source	Mode			
	e-mail	Formatted - Bulk	Formatted - First CI	Totals
@ Website	4	56	92	152
Midwest Living	0	116	0	116
Southern Living	0	2	0	2
Travel Information.com	0	83	0	83
Where to Retire	0	46	0	46
Totals:	4	303	92	399

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## **Fayetteville Convention & Visitors Bureau**

21 S. Block, Suite 100 ~ Fayetteville, AR 72701

Phone: (800) 766-4626, (479) 521-5776 ~ Fax: (479) 571-4731 ~ info@experiencefayetteville.com ~ Web:

www.experiencefayetteville.com

	ADVERTISING INQUIRIES BY STATE - 2011												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
AE			1										1
Alabama	14	9	4	10	12	5							54
Alaska		2	4	1	4	2							13
Alberta	1	1	0	2	1								5
AP		1											
Arizona	12	11	4	5	11	4							47
Arkansas	125	75	96	96	94	26							512
British Columbia	2	2		2									6
California	34	27	20	21	51	11							164
Colorado	8	14	11	8	22	4							67
Connecticut	1	3	1	1	16	1							23
Delaware		1	1		1								3
Florida	29	33	22	14	26	8							132
Georgia	23	15	6	7	15								66
Hawaii			1	2	1	2							6
Idaho	2	2	2	1	1	2							10
Illinois	66	49	37	46	190	36							424
Indiana	23	30	17	20	98	12							200
Iowa	36	22	17	15	82	14							186
Kansas	43	23	30	29	70	18							213
Kentucky	12	16	4	6	25	1							64
Louisiana	38	19	19	16	27	14							133
Maine	1	2	2	3		1							9
Manitoba		1											1
Maryland	6	6	3		9	1							25
Massachusetts	3	11	4	1	14	2							35
Michigan	33	32	23	33	105	16							242
Minnesota	39	28	14	15	72	15							183
Mississippi	14	14	5	4	13	6							56
Missouri	139	74	50	57	159	26							505
Montana	4	3	1		3	7							18
Nebraska	15	8	11	10	47	1							92
Nevada	7	1	3	1	5	1							18
New Brunswick	3	4	2	2	1	3							15
New Foundland													
New Hampshire	4	1	1										6
New Jersey	7	9	5	2	17								40
New Mexico	5	6	3	1	8	2							25
New York	19	23	18	11	22	14							107
North Carolina	25	10	5	8	10	7							65
North Dakota	3	3	2	1	3	1							13
Nova Scotia		2	1			1							4
Ohio	27	38	20	29	121	11							246
Oklahoma	74	22	35	34	57	19							241
Ontario	5	6	9		4	2							26
Oregon	3	4	3	7	7	2							26
Pennsylvania	16	25	12	15	15	5							88
Prince Edward Isl.		0											0
Puerto Rico	1	1			1	1							4
Quebec	3	2	2	1	2								10
Rhode Island	2	2			2								6
Saskatchewan	1	1											2
South Carolina	20	9	6	2	1	1							39
South Dakota	5	2		2	17								26
Tennessee	15	25	19	16	23	11							109
Texas	135	82	83	58	100	60							518
Thailand													
Utah	9	6	1	1	3	2							22
Vermont		3											3
Virginia	12	7	13	9	14	1							56
Washington	18	6	7	2	14	2							49
Washington, D. C.	2	1											3
West Virginia	7	8	6	1	9								31
Wisconsin	42	31	19	20	115	18							245
Wyoming	4	6		2	2								14
Military													0
TOTAL	1197	880	685	650	1742	399	0	0	0	0	0	0	5552

## Fayetteville Visitor Center - 2011 Sales & Visitor Count

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
<b>Sales Totals</b>	\$854.92	\$1,262.24	\$2,450.88	\$5,220.72	\$7,370.00	\$6,356.51						
<b>2010 Totals</b>	\$557.65	\$354.29	\$745.44	\$2,166.24	\$2,296.32	\$2,360.35	\$3,516.20	\$3,557.59	\$2,680.20	\$2,889.62	\$2,515.90	\$5,694.64
<b>% Change</b>												
<b>from 2010</b>	53.3%	256.3%	228.8%	141.0%	220.9%	169.3%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%

<b>Visitor Count</b>	295	238	691	1301	1454	1463						
<b>2010 Totals</b>	213	209	432	901	945	1,062	1,378	1,304	1,049	1,145	816	754
<b>% Change</b>												
<b>from 2010</b>	38.50%	13.88%	59.95%	44.40%	53.86%	37.76%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%

2011 Goal = \$30,000/year or \$2,500/month

Yearly Totals	\$23,515.27 5,442

Monthly Averages	\$3,919.21 907
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*% Change = divide the difference between the two numbers by the 2010 number  
then move the decimal two spaces right*

2010 Monthly Sales Average=\$2,444.54

2010 Monthly Visitor Average=851

2010 sales per visitor = \$2.87

2011 sales per visitor =

\$4.32

## Definite Bookings By Booking Date

June 2011	Meeting Dates	Attnd	Peak	Rooms	\$ Value
Travelink	10/19/2011	50		0	11,975
	10/21/2011				
Sub-Total for June	1 Meetings	50		0	\$11,975.00

## Sales Leads by Date Issued

June 2011	Meeting Dates	Attend	Peak	Rooms	\$ Value
Hispanic Caucus	09/02/2011	200	100	200	47,898
Fall Conference	09/04/2011				
UA Track and Field	05/22/2012	500	250	1,250	119,745
NCAA Outdoor Track Regionals	05/27/2012				
Sub-Total for June	2 Meetings	700		1,450	\$167,643.00



# Convention Calendar

Meeting Dates		Attendance/ Peak/Rooms Headquarters		
<b>June 2011</b>				
6/2/2011	Bilbrey Tours	50	0	0
6/2/2011				
6/9/2011	B.E.S.T Baseball	2,500	500	1,695
6/12/2011	Hawg Showcase			Citywide
6/9/2011	Bikes, Babes & Bling**	1,000	250	550
6/12/2011	Summer Motorcycle Rally			Citywide
6/10/2011	Pitch for the Cure	1,000		
6/12/2011				
6/17/2011	All Sports Productions**	375	50	100
6/19/2011	Kid's & Family Triathlon		Cosmopolitan Hotel	
6/18/2011	All Sports Productions**	1,050	50	50
6/19/2011	Ozark Valley Triathlon		Cosmopolitan Hotel	
6/19/2011	Arkansas Activities Association	2,000	250	1,500
6/23/2011	All Star Week		Cosmopolitan Hotel	
6/22/2011	B.E.S.T Baseball	300	40	160
6/26/2011	Hawg Classic - Dave Van Horn Team Baseball Camp		Holiday Inn Express	
6/23/2011	UA Curriculum & Instruction	350	15	30
6/24/2011	UA Literacy Symposium: Differentiated Literacy		Cosmopolitan Hotel	
6/23/2011	Arkansas Trial Lawyers Association	50	10	10
6/24/2011	Continuing Education		Cosmopolitan Hotel	
<b>July 2011</b>				
7/8/2011	Boone County Master Gardener's	35	0	0
7/8/2011				
7/9/2011	Good to Go with Patti Beth	45	0	0
7/9/2011				
7/10/2011	UA Information Technology Research Institute	0	0	0
7/15/2011	Technology Awareness Program (TAP)			
7/22/2011	Labette Bank	55	0	0
7/22/2011	Golden Adventure Club			
7/25/2011	UA Advanced Placement Summer Institute	200	100	300
7/28/2011	Summer Institute		UA Residence Halls	
7/25/2011	B.E.S.T Baseball	400	200	1,200
7/31/2011	16U World Championships			Citywide
<b>August 2011</b>				
8/20/2011	Good to Go with Patti Beth	45	0	0
8/20/2011				
8/26/2011	USSSA	400	50	100
8/28/2011	National Slow Pitch Tournament		Holiday Inn Express	

# Fayetteville Town Center, Manager's Activity Report

June 1, 2011 to June 30, 2011

## Sales:

	JUNE 2010 (base)	JUNE 2011	Month % Change	YTD 2010	YTD 2011	YTD % Change
<b>Sales</b> (# returned contracts by log date – GL)	7	7	-0-	102	96	(10%)
<b>Complete Events</b> (Paid/Sponsored) (EMS Calendar - attached)	21	17	(19%)	111	100	(10%)
<b>Sales</b> (\$ returned contracts by log date – GL)	\$5,606.00	\$11,675.00	108%	\$157,384.95	\$150,272.87	(5%)
<b>Collections **</b> (\$ - Payment Log)	\$14,471.72	\$28,863.76	99%	\$195,573.40	\$185,131.47	(5%)
<b>\$ Executed Contracts</b>	\$43,087.00	\$32,675.00	(24%)	\$193,246.00	\$207,521.00	7%
<b>Credit</b> (\$ - GL)	-0-	-0-	NA	-0-	-0-	NA
<b>Average per event</b> (\$ Sales / # Sales)	\$800.86	\$1,667.86	108%	\$1,542.99	\$1,565.34	1%

\*\* We have reached 45% of our yearly goal of \$414,722.00.

## Operations Items:

- Front office and Directors room carpet installed.
- Internet issues – lost wireless connection.
- Fountain – low pressure.

## Marketing, Sales and Public Relations:

- Working on rebooking Literacy Symposium and Coaches Clinic.
- Booking holiday parties.
- Increasing rates on repeat clients that have not had an increase in several years.

## Event List:

- June 2 – First Thursday
- June 3 – AR Support Network
- June 4 – Dunnaway Reception
- June 4 – Field Reception
- June 11 – Nottenkamper Reception
- June 11 – Shears Reception
- June 14 – Fayetteville Exchange Club
- June 14 – Town Hall Meeting
- June 16 – Single Parent Banquet
- June 17 – America in Bloom Meeting
- June 18 – Stone Reception
- June 18 – Farmers Market Festival
- June 21 – Coaches Clinic
- June 22 – Coaches Clinic
- June 23 – UA Literacy Symposium
- June 24 – UA Literacy Symposium
- June 25 – Ryan Gibson Foundation



Walton Arts Center  
life is sweet

# memo

To: A&P Commissioners  
From: Peter Lane, President/CEO  
Terri Trotter, COO  
CC: Marilyn Heifner, Don Marr, Steve Clark,  
Chancellor Gearhart  
Date: May 27, 2011  
Re: New arts venue in Fayetteville

We are excited to update you on the planning for our new theater and grateful for the Commission's consideration in continuing to be a partner in the success of Walton Arts Center. We look forward to discussing this information with you at your earliest convenience.

For the past twenty years, the arts center has been the key economic driver in the Dickson Street entertainment district, and our expansion will further this growth. Attached, you will find the studies that are guiding the on-going planning and that form the basis of our desire to build the project. First, the comprehensive feasibility study, conducted in 2008, that explored the need for new performance facilities and laid out the business plan for moving forward, and second, an economic impact study showing the tax revenue generated by nonprofit arts and cultural organizations in Northwest Arkansas.

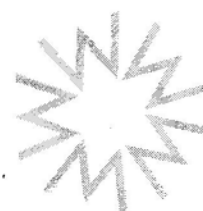
## General Conclusions of the Studies

- WAC's current facility is utilized to 95% capacity and significant demand exists for more performance spaces
- WAC's facilities are not meeting current market needs – additional growth in the market will simply increase the pressure
- UA has grown rapidly and arts program space is significantly constrained
- To meet current and anticipated needs, a 600 seat venue and a 2200 seat venue are recommended
- There is significant interest in the philanthropic community in giving to an arts center expansion project
- A new 600 seat theater is projected to add nearly 22,000 seats sold in the first year alone, which would generate nearly half-a-million dollars of ADDITIONAL economic activity

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www.waltonartscenter.org





### Economic Impact

- In Northwest Arkansas, local residents spend almost \$20 for every ticket purchased, over and above the cost of the ticket (non-residents spend nearly \$50 per ticket)
- Walton Arts Center generates the majority of the economic activity from arts and cultural organizations in NWA
- In 2006, there was over \$16M in economic activity generated by arts and cultural organizations. An updated study currently in process should show considerable growth as new organizations have come online and WAC has expanded programming.

### On-going Planning

Following the general plans laid out in the feasibility study, WAC has committed significant resources toward planning for the new hall in Fayetteville. To date, we have:

- Committed funds to hire needed experts to take planning to the next level of detail
- Formed and engaged the Walton Arts Center Facilities Committee in the process
- Shuler Shook Theatre Planners from Chicago is the lead firm hired by Walton Arts Center to refine planning details including more specific building requirements, updated building costs and operating pro-formas
- WAC is again serving as the coordinating agency for the updated Americans for the Arts "Arts & Economic Prosperity V" economic impact currently being conducted in NWA with results delivered spring 2012
- WAC operating goals for use of new facilities include 75% usage of the existing Baum Walker Hall plus 75% usage of the 600 seat theater in the first year, significantly increasing economic activity in Fayetteville.

A major capital campaign will soon be underway to raise the funds necessary to expand Walton Arts Center. Fundraising for the new facility will be the responsibility of Walton Arts Center in conjunction with its partner, The University of Arkansas. Support from our founding partners – the University of Arkansas and the City of Fayetteville – will be critical to the success of this campaign, however, significant additional funds outside of City support will be needed to complete this project. Prior to the outlay of City monies, Walton Arts Center will be prepared to demonstrate that additional commitments from local and regional foundations, individuals, corporations and other sources will be in place to ensure the success of the campaign.

The University estimates that the project's total construction costs will be approximately \$30M. A&P funds would be utilized toward these construction costs. Final campaign costs to be included in the fundraising will also include upgrades to the current facility, earthwork and excavation, specialized theatrical equipment, design and other planning elements.